

The Banks November 2015 Media Summary

Twitter Statistics:

Posts: 19

Retweets, Mentions & Favorites: 84

New Followers: 12

The following are stories/mentions of The Banks, separated as Infrastructure/Public Partnership and Development in broadcast, print and online publications for the month of November, 2015. Please note that due to the number of media mentions, outlets carrying the same story have been combined under that story topic with links (as appropriate).

INFRASTRUCTURE/PUBLIC PARTNERSHIP Stories/Mentions

Summary of this month's coverage: 4 broadcast/digital stories or mentions regarding stories related to safety and cameras at The Banks, related to the Monday night game.

Businesses at The Banks say police have not notified them with safety changes for Monday Night Football game; there's a station right next door, cameras to cover every square inch and angle at The Banks – Nov. 15

WLWT

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Total Story Count:	4
Total Nielsen Audience:	107,123
Total 30-Second Ad Value:	\$410
Total Run Time:	2:30
Total Calculated Ad Equivalency:	\$596
Total Calculated Publicity Value:	\$1,788

DEVELOPMENT Stories/Mentions

Summary of this month's coverage: 3 print and 4 broadcast and digital stories or mentions covering a new restaurant, possible concert venue, street car and economic development

Southern-inspired restaurant eyes The Banks, Cincinnati Business Courier – Nov. 12, 2015

http://www.bizjournals.com/cincinnati/news/2015/11/12/southern-inspired-restaurant-eyes-the-banks.html?ana=e_cinci_bn_breakingnews&u=rAWEnPu8PYSsl5pDQ1gBLgbcoOy&t=1447356510

Could the Banks get a concert venue? Cincinnati Business Courier – Nov. 13, 2015

http://www.bizjournals.com/cincinnati/news/2015/11/13/could-the-banks-get-a-concert-venue.html?ana=e_du_pub&s=article_du&ed=2015-11-13&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1447445725

New restaurant among changes coming to Freedom Center – Nov. 19, 2015

<http://cin.ci/1O477BQ>

Doc's on the Banks expected to open in August -- November 13

WKRC

Preview Clip

Cincinnati Street Car helped bring GE to The Banks -- November 18

WLWT

Preview Clip

Strong economic progress at The Banks with GE commitment

WLW-AM Jim Scott – November 23

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Total Story Count:	4
Total Nielsen Audience:	109,828
Total 30-Second Ad Value:	\$1,328
Total Run Time:	4:16
Total Calculated Ad Equivalency:	\$3,843
Total Calculated Publicity Value:	\$11,531